



TAAZ Gives Sephora Consumers the Ultimate "Mistletoe Makeover" this Holiday Season

TAAZ Technology enables Sephora customers to try on and share the latest Holiday Looks

San Diego ([PRWEB](#)) December 6, 2008 -- TAAZ.com, the leader in virtual makeover technology announced today that it is powering Sephora's new "Mistletoe Makeover" e-card Web site.

Ever since the "Mistletoe Makeover" site went live in November, the Internet has been abuzz with how much fun Sephora's customers are having, creating new looks like "Smokey Sugar Plum," "Merry Berry," "Santa's Little Temptress" and "O, Tannen Babe". To create these looks, women simply upload their photo at <http://www.MistletoeMakeover.com> and apply their favorite Sephora holiday look with a single click. Once created, users can send a Mistletoe e-card to their friends and family as well as purchase the makeup to achieve those looks.

"Mistletoe Makeover" is powered by the latest in digital makeover technology from TAAZ.

"We chose to partner with TAAZ because they are the clear leader in virtual makeover technology, and they have delivered a very realistic experience for our users," said Betsy Olum, SVP Marketing, Sephora USA. "From all accounts, our clients and their family and friends are having fun celebrating our holiday looks in a very unique and personal way."

"We are honored to be working with Sephora, the clear authority in retail beauty for women," said Vipanj Patel, CEO of TAAZ.com. "It demonstrates Sephora's vision and continued leadership by using the latest digital interactive technology to engage their customers and enhance the shopping experience."

TAAZ.com is a fun and easy to use Web site that gives women the opportunity to "try on" makeup and hairstyles from the convenience of their homes. From creating the perfect smoky eye to painting on a dramatic ruby-red lip for a night out on the town, TAAZ.com allows women to become their very own makeup artist and express themselves and their aspirations. Millions of women have enjoyed trying on different looks at TAAZ.com and sharing their experience with their friends.

About TAAZ.com

TAAZ.com is the first virtual makeover Web site of its kind, offering ultra-realistic, easy to create makeovers. The site provides women the opportunity to "try on" the hottest makeup and hairstyle looks in the convenience of their homes and share it with friends via email, social networking sites or the TAAZ Gallery. Millions of women are having fun trying on new looks at TAAZ. Learn more at <http://www.TAAZ.com>.

About Sephora

Sephora revolutionized the global beauty industry with its unique retail concept rooted in a powerful combination of unparalleled brand and product assortment, distinctive store design and the beauty expertise of its sales consultants. Sephora offers clients a choice of more than 200 classic and emerging beauty brands across a broad range of product categories including skincare, makeup, fragrance, bath & body, hair care, smile care and tools, as well as the company's own private label. Sephora was founded in France in 1969 and acquired by Paris-based LVMH Moët Hennessy Louis Vuitton, the world's leading luxury products group, in 1997. Now, celebrating their 10th Anniversary in 2008, Sephora North America operates more than 220 stores in the United



States and Canada, and the world's top beauty website, Sephora.com.

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